

## AMENDMENT

Please replace all prior versions and listings of claims with the following listing of claims.

### LISTING OF CLAIMS:

1. (Currently Amended) A method for initiating anonymous on-line transactions, the method comprising:

displaying an anonymous shopping toolbar ~~shopper interface concurrently with a transaction interface in a browser, the transaction interface associated with a merchant and including an order form for an on-line transaction,~~ the anonymous shopping toolbar ~~shopper~~ interface associated with ~~at least one information broker~~ a credit card issuer and providing a user with an anonymous credit card option ~~a plurality of anonymity options~~ for the user to anonymously initiate an ~~the~~ on-line transaction;

communicating, to the ~~information broker~~ credit card issuer, a request for an anonymous credit card, ~~the request communicated in response to selection of at least one of the anonymity options by the user selecting the anonymous credit card option;~~ and

receiving the anonymous credit card ~~[,]~~ from the ~~information broker~~ credit card issuer, the anonymous credit card data having an anonymous transaction number that functions as a generated by the information broker credit card number and an expiration date based on a month and a year in which the on-line transaction occurs, whereby the credit card issuer can issue about one trillion unique anonymous transaction numbers per month, wherein the user can anonymously initiate the on-line transaction using the anonymous credit card, and wherein the credit card issuer links the anonymous transaction number to the generated anonymous data based on the selected anonymity option and linked to a profile associated with the user user's real credit card account; and

~~populating, without user interaction, at least one field of the order form with the received anonymous data, wherein the user anonymously initiates the on-line transaction with the merchant using the populated order form.~~

2. (Currently Amended) The method of claim 1, wherein the generated anonymous credit card available for data includes a single use transaction number that is associated with the user's credit card account and having a purchase limit based on an amount of the on-line transaction.

<sup>4</sup> 3. (Currently Amended) The method of claim 1, wherein the generated anonymous credit card further including data includes an alias name that substitutes for the user's legal real name.

Canceled

4. (Currently Amended) A method for initiating anonymous on-line transactions, the method comprising:

displaying an anonymous shopping toolbar ~~shopper interface~~ concurrently with a transaction interface in a browser, the ~~transaction interface~~ associated with a merchant and including information relating to an on-line transaction, the anonymous shopping toolbar ~~shopper interface~~ associated with a delivery service at least one information broker and providing a user with an anonymous delivery option a plurality of anonymity options for the user to anonymously initiate the an on-line transaction anonymously;

communicating, to the ~~information broker~~ delivery service, a request for an anonymous delivery address, the request communicated in response to selection of at least one of the anonymity options by the user selecting the anonymous delivery option; and

receiving[[,]] the anonymous delivery address from the ~~information broker~~ delivery service, the anonymous delivery address data generated by the information broker, the generated anonymous data based on the selected anonymity option and linked to a profile associated with the user, the generated anonymous data including at least an anonymous address associated with [[a]] the delivery service and having, the ~~anonymous address~~ including a routing code associated with the user's delivery address embedded therein, wherein the user can anonymously initiate the on-line transaction with the merchant using at least the anonymous delivery address, and wherein the delivery service receives a delivery at the

anonymous delivery address in response to the on-line transaction and uses the embedded routing code to route the delivery to the user's real delivery address.

5. (Cancelled)

- <sup>5</sup> -6- (Currently Amended) A system for initiating anonymous on-line transactions, the system comprising:

a graphical user interface that ~~concurrently~~ displays an anonymous shopping toolbar ~~shopper interface and a transaction interface in a browser, the transaction interface associated with a merchant and including an order form for an on-line transaction,~~ the anonymous shopping toolbar ~~shopper interface~~ associated with ~~at least one information broker~~ a credit card issuer and providing a user with ~~an anonymous credit card option~~ a plurality of anonymity options for the user to anonymously initiate ~~the an~~ on-line transaction;

a communications module operable to communicate, to the ~~information broker~~ credit card issuer, a request for anonymous credit card, ~~the request communicated in response to selection of at least one of the anonymity options by the user~~ selecting the anonymous credit card option; and

a receiving module operable to receive the anonymous credit card ~~[[,]]~~ from the ~~information broker~~ credit card issuer, ~~the anonymous credit card data generated by the information broker~~ having an anonymous transaction number that functions as a credit card number and an expiration date based on a month and a year in which the on-line transaction occurs, whereby the credit card issuer can issue about one trillion unique anonymous transaction numbers per month, wherein the user can anonymously initiate the on-line transaction using the anonymous credit card, and wherein the credit card issuer links the anonymous transaction number to the user's real credit card account ~~the generated anonymous data based on the selected anonymity option and linked to a profile associated with the user; and~~

~~a populating module that populates, without user interaction, at least one field of the order form with the received anonymous data, wherein the user anonymously initiates the on-line transaction with the merchant using the populated order form.~~

<sup>5</sup>  
<sup>6</sup> -7. (Currently Amended) The system of claim 6, wherein the generated anonymous credit card available for data includes a single use transaction number that is associated with the user's credit card account and having a purchase limit based on an amount of the on-line transaction.

<sup>5</sup>  
<sup>7</sup> -8. (Currently Amended) The system of claim 6, wherein the generated anonymous credit card further including data includes an alias name that substitutes for the user's legal real name.

Canceled

-9.----(Currently Amended) A system for initiating anonymous on-line transactions, the system comprising:

a graphical user interface that ~~concurrently~~ displays an anonymous shopping toolbar shopper interface and a transaction interface in a browser, the transaction interface associated with a merchant and including information relating to an on-line transaction; the anonymous shopping toolbar shopper interface associated with at least one information broker a delivery service and providing a user with an anonymous delivery option ~~a plurality of anonymity options~~ for the user to anonymously initiate the an on-line transaction;

a communications module operable to communicate, to the ~~information broker delivery service~~, a request for an anonymous delivery address, the request communicated in response to selection of at least one of the anonymity options by the user selecting the anonymous delivery option; and

a receiving module operable to receive~~[[,]]~~ the anonymous delivery address from the ~~information broker delivery service~~, the anonymous delivery address data generated by the information broker, the generated anonymous data based on the selected anonymity option and linked to a profile associated with the user, the generated anonymous data including at

~~least an anonymous address~~ associated with ~~[[a]]~~ the delivery service ~~and having, the~~  
~~anonymous address including a routing code associated with the user's delivery address~~  
~~embedded therein~~, wherein the user can anonymously initiates initiate the on-line transaction  
with the merchant using ~~at least~~ the anonymous delivery address, ~~and wherein the delivery~~  
~~service receives a delivery at the anonymous delivery address in response to the on-line~~  
~~transaction and uses the embedded routing code to route the delivery to the user's real~~  
delivery address.

10-20. (Cancelled)

~~Canceled~~

~~21. --- (Currently Amended)~~ A method for initiating anonymous on-line transactions, the  
method comprising:

~~displaying an anonymous shopping toolbar concurrently with a transaction interface in~~  
~~a browser, the transaction interface associated with a merchant and including an order form~~  
~~for an on-line transaction, the anonymous shopping toolbar presenting providing a user with a~~  
~~plurality of anonymity options for the user to anonymously initiate the on-line transaction, the~~  
~~plurality of options including an anonymous credit card option[[,]] and an anonymous delivery~~  
~~option, and an anonymous name option for the user to anonymously initiate an on-line~~  
transaction;

~~communicating, to a first information broker credit card issuer, a first request for an~~  
~~anonymous credit card, the request for the anonymous credit card communicated in response~~  
to based on the user selecting the anonymous credit card option;

~~communicating, to a second information broker delivery service, a second request for~~  
~~an anonymous delivery address, the request for the anonymous delivery address~~  
communicated in response to based on the user selecting the anonymous delivery option;

~~communicating, to a third information broker, a third request based on the user~~  
~~selecting the anonymous name option;~~

~~receiving the anonymous credit card[[,]] from the first information broker credit card~~  
issuer, the anonymous credit card information generated by having an anonymous transaction

number that functions as a credit card number, an expiration date based on a month and a year in which the on-line transaction occurs, an alias that substitutes for the user's real name, and a purchase limit based on an amount of the on-line transaction, whereby the first information broker credit card issuer can issue about one trillion unique anonymous transaction numbers per month, wherein the user can anonymously initiate the on-line transaction using the anonymous credit card, and linked to a first profile associated with wherein the credit card issuer links the anonymous transaction number to the user user's real credit card account;

receiving[[,]] the anonymous delivery address from the ~~second information broker delivery service, the~~ anonymous delivery address associated with the information generated by the second information broker and linked to a second profile associated with the user;

receiving, from the third information broker, anonymous name information generated by the third information broker and linked to a third profile associated with the user;

~~populating, without user interaction, a plurality of fields of the order form with the received anonymous credit card information, the received anonymous delivery information service and having a routing code embedded therein, and the received anonymous name information,~~ wherein the user can anonymously initiates initiate the on-line transaction with the merchant using the ~~populated order form~~ anonymous delivery address, and wherein the delivery service receives a delivery at the anonymous delivery address in response to the on-line transaction and uses the embedded routing code to route the delivery to the user's real delivery address.

Canceled

-22:---**(Currently Amended)** The method of claim 21, wherein a single entity acts as the first information broker is a credit card company issuer and the ~~received anonymous credit card information includes a single use credit card number linked to an account associated with the user~~ delivery service.

23. **(Cancelled)**

<sup>3</sup> -24. (New) The method of claim 2, wherein the request communicated to the credit card issuer includes the amount of the on-line transaction, information associated with the user's real credit card account, and an alias to be substituted for the user's real name.

Canceled

~~-25.---(New)---The method of claim 1, the anonymous transaction number including sixteen digits to function as the credit card number, wherein a first four digits of the anonymous transaction number identify the credit card issuer, whereby the credit card issuer can issue the one trillion unique anonymous transaction numbers per month.~~

Canceled

~~-26.---(New)---The method of claim 25, wherein the credit card issuer uses a first four digits of the user's real credit card account as the first four digits of the anonymous transaction number when the one trillion unique anonymous transaction numbers have already been generated in the month in which the on-line transaction occurs, whereby the credit card issuer can issue an additional one trillion unique anonymous transaction numbers.~~

Canceled

~~-27.---(New)---The method of claim 4, the anonymous delivery address associated with a hub station for the delivery service.~~

Canceled

~~-28.---(New)---The method of claim 4, wherein the request communicated to the delivery service includes the user's real address and information for billing the user.~~